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SANTA BARBARA SPECIAL NUMBER

Bulletin

OF THE

National Tuberculosis Association

Vol. IX MARCH, 1923 No. 3

Public Opinion and Public Action

By Philip P. Jacobs, Ph.D., Publicity Director of the National Tuberculosis Association

In the February number of Nation's Health, Mr. Theodore J. Werle, Executive Secretary of the Michigan Tuberculosis Association, gives an unusually clear exposition of the way in which public opinion can be created in a community and how it can be translated in turn into public action. The article which is well worth careful study by all tuberculosis workers, is entitled "How Will the County Board Vote?"

Mr. Werle points out clearly that under the stimulus of war conditions and with enthusiasm of the American Red Cross and other agencies, including the National Tuberculosis Association, the rural communities of this country were asked to adopt programs of nursing and other health work which they found it impossible later on to sustain. Quoting Mr. Werle: "One state, which at one time boasted nearly a hundred rural nurses, today is sure of only ten. Many of the others are going or have their grips packed. Within a comparatively few months rural visiting nursing, a great public health enterprise, really vital to public welfare, has had to be abandoned in ever-widening circles."

The reason for this failure, Mr. Werle points out, has been two-fold—first, the inability of the nurses and other health activities to sell themselves so completely to their respective communities that these communities would demand their continuance; and secondly, the lack of support on the part of those community agencies such as the tuberculosis associations that should have in turn continued to sell the work of these health agencies after they had once been established.

In other words, tuberculosis and other health agencies were able to secure out of the enthusiasm generated by the war, public and private funds for the establishment of certain health activities. Once these activities were secured the agencies that were instrumental in getting them established in many places folded their hands and expected the work to continue indefinitely. Unfortunately, the public does not do things that way. The price of continuing desirable health activities, once they are well established, is continuous promotion of public opinion and the translation of that public opinion in turn into community consciousness or public action.

There are numerous instances on record where tuberculosis associations have secured a hospital, a clinic, a nurse, or some other agency through public funds and then left that agency to run itself, with the result that, either the agency failed to perform its full function, or the city or state boards appropriating the funds failed to provide funds and the institution lapsed. To secure an intelligent public opinion on matters relating to health is not an easy task. To sustain public opinion, as it affects a particular health agency, is a far more difficult task.

The writer had occasion not long ago to visit certain states where nurses, who had originally started in as Red Cross nurses and were later turned over to the county or city payrolls, were being dropped because of a mistaken notion of economy on the part of public officials. It is not too much to say that in practically every one of these communities, if the tuberculosis or health association provided for the purpose of creating and developing public opinion were as active and insistent on the continuance of these nurses as they had been on their original provision, the county or city would not have dared to let them go, no matter how strong the plea for economy might be.

There are some activities that no county or city governing board dare discontinue, as, for example, the maintenance of roads, police, or fire departments. Why is it that these things must be continued regardless of financial conditions, while health activities are cut from the budget at the first sign of financial distress? The reason is not far to see. It is simply because the agencies responsible for originally securing the health activities have not been active in stimulating public opinion for their support.

The solution of the problem is an educational campaign that is, first of all, continuous, working 365 days in the year, and twenty-four hours in the day. In the second place, it must be extensive both as to subject matter and as to application, covering every group in the community and treating the problem in the broadest possible way. In the third place, it must be intensive, that is, applied to those groups that need specific types of education most, as for example, the county board of supervisors who have the power of appropriating funds for certain activities. Finally, it must be varied, that is, it must tell the story in as many different ways as possible. Given an educational campaign that has these qualities, backed up with a strong organization, there will be little difficulty in translating public opinion into public action and thus gaining support for health activities.

Nominating Committee Appointed

The nominating committee which will present to the Board of Directors of the National Tuberculosis Association nominations for directors to serve for a term ending with the Annual Meeting in 1925 has been appointed. The members of the committee are as follows: Dr. C. C. Browning, Los Angeles, Cal., chairman; Dr. T. Z. Cason, Jacksonville, Fla.; Dr. Charles R. Grandy, Norfolk, Va.; Dr. Edward O. Otis, Boston, Mass.; Dr. Kennon Dunham, Cincinnati, Ohio; and Dr. Ralph C. Matson, Portland, Ore.

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Santa Barbara, the Meeting Place

Santa Barbara, California, where the Nineteenth Annual Meeting of the National Tuberculosis Association will be held June 20th to 23rd, is located 95 miles north of Los Angeles and 320 miles south of San Francisco on the Pacific Ocean. The Santa Ynez mountains of the Coast Range, with foothills and mesa lands, protect the city on three sides, and to the south the Santa Barbara Channel, dotted with a chain of small islands that lie between 20 and 30 miles off the coast, afford a beautiful marine view.

Santa Barbara and its vicinity abound in pleasure resorts and other places of interest in which the visitor may find genuine enjoyment. There is the Old Mission of Santa Barbara, which was built 146 years ago by the Spanish missionaries who were among the earliest settlers of this country. This is the best preserved and largest of the California missions. There are also the presidio grounds, where the flag of Spain was raised, the Spanish commandante's home, the home of the last of the Spanish governors and the home of the last of the line of Mexican commanders. The tourist may also see the site of the camp where the soldiers of General Fremont, the "Path Finder," spent many weeks, following the conquest of Santa Barbara, in the name of the United States.

Paved motor boulevards radiate from Santa Barbara into every section of the country. They take the motorist into regions not only rich in historic interest, but beautiful with mountain and valley vistas, where the ever-changeful colorings of the atmosphere are both a lure and a defiance to the ambitious artist. For days one may motor over these highways, finding at every turn new scenes, the wild and picturesque, the rich orchard sections, the farm and dairy districts, each in turn furnishing a delightful picture. Following the trails of the old Spanish padres, the motor highways never pall upon the visitor, indeed, the resident finds as much joy in bowling along their perfect surfaces as does the newcomer. Here, for example, is the spot in romantic Gaviota Pass where the Californians prepared an ambush for Fremont; there, over San Marcos Pass, is the road along which Fremont and his men were guided into Santa Barbara, while the Californians lay in wait many miles up the coast. The San Marcos road also takes the traveler to the famed Painted Caves, whose walls bear strange hieroglyphics, the deciphering of which have taxed the learning of the nation's best students of archaeology. It is generally believed that these strange markings are a record left by aborigines whose presence antidated that of the Indians who lived in this section when Cabrillo discovered Santa Barbara centuries ago.

One of the most delightful motor rides is to Montecito, a suburb of Santa Barbara, where the beautiful private gardens of some of America's wealthiest and most noted families are always open to the sightseer. After Montecito, the visitor interested in engineering may study the process of oil pumping from the bed of the ocean for commercial purposes, and next he may ride along the causeways that have been built across the ocean coves.

Santa Barbara's yachting facilities furnish a source of pleasure which have won for it a high place in the esteem of lovers of the sea. Many fine yachts are owned by the residents, and the Santa Barbara Yacht Club is one of the community's most active organizations. The visitor will have ample opportunity to cruise over the channel, as well as to explore its islands.

Deep-sea fishing provides a thrilling sport, and it is not uncommon for the amateur fisherman to bring up monstrous sea-bass weighing as much as 450 pounds. Surf bathing is another ocean sport enjoyed at Santa Barbara. This, incidentally, will be at its height at the time of the annual meeting.

Hunting and trout fishing are also popular sports, the mountain trails leading out from Santa Barbara into excellent trout and deer regions. These trails also are a lure to the hiker and horseback rider. The clubs that especially encourage these forms of outing will welcome the delegates on mountain trips, which extend into the wildest of mountain sections.

There are also golf, polo and tennis grounds. The two golf courses here have been declared by Gene Sarazen, the nationally famed golfer, as among the finest in the country. To the visitor the latchstring is always out at the golf clubs.

The Santa Barbara Chamber of Commerce is planning a program of amusements for the delegates of the National Tuberculosis Association which will take the visitors to the sea, the islands, and the mountains. Motor rides will be provided, and there will be golf matches and other forms of entertainment to fill the week with diversion.

Barlow Sanatorium to Welcome N. T. A. Delegates as Visitors

Further details regarding the invitation extended to delegates attending the annual meeting of the National Tuberculosis Association to visit the Barlow Sanatorium, Los Angeles, Cal., are now at hand.

Barlow Sanatorium will be prepared to receive visitors on June 18, 19 and 20. The conveyance will be in readiness at the Alexandria Hotel, Fifth and Spring Streets, on June 18 at 10:00 A. M., and June 19 and 20 at 10:00 A. M. and 2:00 P. M. Dr. Barlow may not personally be there on all three days, but someone connected with the sanatorium will be present to receive and conduct visitors through the institution.

Samarkand Hotel Makes Special Rates for N. T. A. Delegates

The management of the Samarkand Hotel, Santa Barbara, Cal., has notified the National Tuberculosis Association that their rates for delegates attending our Annual Meeting will be for room with bath, American plan, two in a room, $7.00 and $8.00 per day, per person. One in a room with bath $9.00. The regular minimum rate is $10.00 per day.

Suites of parlor, bedroom, and bath for two $9.00 per person. The regular summer rate for this service is $12.00 per day, per person.

National Health Council Issues List of Health Films

The National Health Council has prepared and published a comprehensive list of educational motion pictures on health subjects. Over 300 titles are included in the list which gives in addition to the title the number of reels or the length; the name of the distributor; the rental or sale price, or both; and a brief note about the subject matter of the film. The titles are classified under Child Hygiene, Personal Hygiene, Public Hygiene, Communicable Diseases, Other Diseases, Nursing, Anatomy, Physiology, etc.; and Miscellaneous. The film list will be sent to any person or institution interested in motion pictures on health subjects, but it is intended especially for public health workers, connected with official and voluntary agencies. A slight charge is made for the list in order to cover part of the cost of preparing it.

In addition to the collection of information concerning health films the National Health Council, through the Health Films Committee is making a study of existing films and is encouraging in numerous ways the production of better health films.

In general it is the purpose of the Committee on Health Films of the Na-

(Continued on page 16)

The "N. T. A. Special" for Santa Barbara

By arrangement with the Atchison, Topeka and Santa Fé Railroad, a special train will be run for the Annual Meeting of the National Tuberculosis Association to be held at Santa Barbara, from June 18 to 23 inclusive, provided 125 fares can be secured for the train out of Chicago. In addition, special cars will be arranged for persons traveling from New York, Philadelphia, Washington and other eastern, southern and southeastern points, wherever a sufficient number of passengers will warrant this arrangement. These cars will be attached to the National Tuberculosis Association Special at various points along the line.

The Train

The special train will have the same equipment as the famous Santa Fé California Limited. The equipment will consist of drawing-room, compartment and open section Pullmans, observation, dining, club and baggage cars. All meals will be of the world-famed Fred Harvey quality and variety.

The Party

The party will be made up of members, delegates and others who plan to attend the annual meeting of the National Tuberculosis Association at Santa Barbara. On board will be some of the most prominent men and women in the tuberculosis and public health field. A Santa Fé representative will accompany the party, and representatives of the staff of the National Tuberculosis Association will also act as guides en route to explain points of interest and answer questions. Altogether this will be a personal party, personally conducted without added cost. At points where stopovers are arranged, members of the National Tuberculosis Association staff will be of assistance if it is desired to get parties together and to facilitate sightseeing. The trip will be so arranged that members of the party can see places of scenic as well as of public health interest along the road.

The Itinerary

The itinerary of the party from Chicago will include a stopover at Colorado Springs of one day. Another stopover of an afternoon will be made at Albuquerque. A third stopover of a day will be made at the Grand Canyon. Then the party will go directly to Los Angeles. Here three days will be allowed for sightseeing in southern California before the Annual Meeting at Santa Barbara. A full detailed itinerary with time schedule and other data will be given on page 14.

The Route

In describing the route and the attractions along it, we will make no effort to discuss those East of Chicago. We will therefore consider Chicago the starting point of the journey, but for those who are not familiar with the windy city, the following brief summary of facts regarding its attractions may appeal .

Chicago, Ill.—Altitude 583; population, 1920, 2,809,774. Located on the west shore of Lake Michigan, at the mouth of the Chicago River. The area of Chicago is 200 square miles. The stock yards cover 500 acres and employ 50,000 persons, who, with their families, constitute a city the size of New Orleans. More than 300,000,000 bushels of grain are handled each year by the board of trade. Chicago is the second most important port in the United States, with 52 miles of water dockage, and the ports of Greater Chicago handle 15,000,000 tons of freight annually.

The University of Chicago, Northwestern University, DePaul University, Armour Institute, Chicago Hebrew Institute, Lewis Institute and Loyola Academy are the city's chief educational institutions, having a total enrollment of 25,000 students.

The Santa Fé Railroad runs through the valley of the Des Plaines River from a point 17 miles west of Chicago to Millsdale Station, beyond Joliet. Through this valley also is built the Chicago Drainage Canal and the old Illinois-Michigan Canal. It has a capacity of 300,000 cubic feet per minute, and an estimated horse-power when fully developed of 50,000. It is expected that the entire drainage canal district will be occupied for manufacturing.

Through Kansas

As will be noted from the detailed itinerary, the journey from Chicago to Kansas City is made over night. The following day, Tuesday, June 12th, the route is across the great state of Kansis, the wheat fields of Uncle Sam. The road here follows for the most part the famous Santa Fé Trail which was begun in 1821 and which for many years was followed by pack trains going west towards the coast. In the far west, the railroad follows some of the old Spanish trails. All day Tuesday the train steadily climbs, and towards evening nears the foothills of the Rocky Mountains.

Early the following morning, Wednesday, June 13th, the train will reach Colorado Springs. Here the party spends a day in sightseeing.

Colorado Springs

Altitude 6,032; population 30,105. County seat of El Paso county. It is situated at the foot of Pike's Peak (14,109 ft.), gateway to Cripple Creek gold mines and is a famous summer resort. It has 2,000 acres of city and mountain parks.

Among nearby points of interest are Manitou (altitude 6,335 feet), the Garden of the Gods, Ute Pass, a full-size model of a cliff dwelling, Monument Park, North Cheyenne canyon and High drive, South Cheyenne canyon, Seven Falls, Williams Canyon, the Cave of the Winds, Mt. Manitou scenic incline, and Glen Eyrie. Pike's Peak cog-road, by which the ascent to the peak is made, starts from Manitou, but the peak may also be reached by the new auto highway. Another auto trip is to Crystal Park. A one-day sightseeing tour is across the range to Cripple Creek by rail or auto. Forty-four distinct trips by automobiles radiate from here.

In addition to the scenic attractions at Colorado Springs, the passengers on the National Tuberculosis Association Special will be interested in Colorado Springs tuberculosis work. There are a number of famous sanatoria in and about Colorado Springs, including Cragmor, the Modern Woodmen Sanatorium, Glockner and the Printers Home. For further details see the National Tuberculosis Association Directory.

One can comfortably see most of the scenic attractions of Colorado Springs in a day. A trip to Cheyenne Canyon with the Seven Sister Falls will take an hour or two. This will include a chance to see the famous Broadmoor Hotel and its environs. Then a trip to Manitou with a visit to Pike's Peak, either by auto or by cog-road will take four or five hours, which will give ample time also to see the Garden of the Gods, Cave of the Winds and other attractions in and about Manitou. If time is left, a trip up the Manitou Incline Railroad will be worth while. By arranging one's schedule carefully, all of these places can be visited. For delegates who wish to visit sanatoria, many of the scenic attractions, with the possible exception of Pike's Peak can be seen on the way to and from the institutions.

On Wednesday evening at about 9 o'clock, the National Tuberculosis Association Special will leave Colorado Springs, en route to Albuquerque. During that night the train climbs steadily over the backbone of the Rocky Mountains, reaching an elevation of 7,608 feet at Raton Pan, just before entering New Mexico. In the morning, the Special passes through some of New Mexico's mining and ranging country. Many picturesque Indian groups are seen in villages and elsewhere along the road. At noon Albuquerque is reached. Here a four hours' stop is allowed for sightseers, the Albuquerque Chamber of Commerce having made arrangements to provide conveyances to show the city to the National Tuberculosis Association party.

Albuquerque

Altitude 4,934; population 25,000. On the Rio Grande River. Sandia (water-

The N. T. A. "Special"

melon) Mountains are 15 miles east of the city which is the county seat of Bernalillo County. Albuquerque was founded in 1701 by Don Pedro Rodriguez y Cubero, and named after Don Francisco Fernandez de la Cueva Enriquez, who was Duke of Albuquerque and 34th viceroy of New Spain. The old Plaza, one mile from the railway station, contains the ancient Spanish Mission Church of San Felipe de Neri, erected about 1735.

The Alvarado, the $750,000 Fred Harvey Hotel, is adjacent to the station. In the hotel annex is the Harvey museum, containing an extensive collection of Indian and Mexican relics. Navajo and Hopi weavers, potters, silversmiths and basketmakers may be seen at work in the native Indian habitations near the hotel. Albuquerque is headquarters for the central New Mexico wool industry, with gross annual sales of sheep and lambs amounting to $10,000,000.

The University of New Mexico occupies 60 acres of campus on high mesa ground, the buildings being designed after the ancient Pueblo Indian style.

In addition to the scenic attractions at Albuquerque there are a number of special institutions of interest to tuberculosis workers, including the Albuquerque Sanatorium, the Southwestern Presbyterian Sanatorium, St. Joseph's Hospital and Santorium, the Methodist Deaconess Hospital and a number of others. There will be ample time to see the work of several of these institutions.

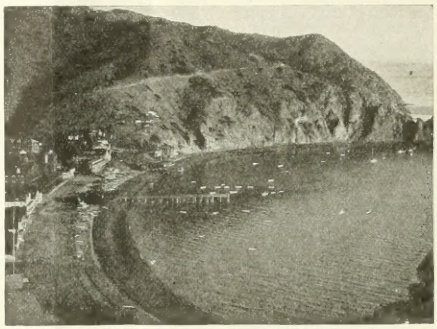
From Albuquerque across the state of New Mexico and halfway across Arizona to the Grand Canyon is about fourteen hours' ride. The route is through the snow-capped San Francisco Range, the desert and plain, giving a wonderful contrast of verdure and barrenness, of heat and cold, of snow and tropical vegetation. The various altitudes vary from about 5,000 to over 7,000 feet.

The Grand Canyon

The altitude at the Hotel El Tovar is 7,000 feet, with a population of 50. The Special will reach Grand Canyon about 8 o'clock on Friday morning, June 15. The National Park embraces a great gorge, 217 miles long, from 9 to 13 miles wide, with a maximum depth of 6,000 feet. The canyon was discovered in 1540 by early Spanish explorers, but Major J. W. Powell was the first white man thoroughly to explore it. He voyaged the Colorado River from source to mouth in 1869, and a memorial to him was recently erected on the canyon rim by the government. Since Powell's time, several exploring parties have traversed this "titan of chasms" by boat. The canyon offers unlimited attractions to the tourist. On the rim, near the railroad terminal, is El Tovar, the $250,000 hotel, built of pine logs in rustic style, with accommodations for nearly 300 guests. It is operated on the American plan, under the management of Fred Harvey, and is named for Don Pedro de Tovar of Coronado's army of 1540. There are many attractions at Grand Canyon of interest to the tourist, such as camping trips, trail trips, horseback rides and auto outings. All trail trips are made on muleback, with experienced guides. A new scenic boulevard, stretching from El Tovar 9 miles west along the rim of the canyon to the head of Hermit trail, affords opportunity for viewing the gorge. Comfortable autos start from El Tovar at regular hours for various points of interest on Hermit Rim road, stopping at Hermit Rest for light refreshment. East of El Tovar, and reached by carriage or auto, are Yavapai, Grand View and Desert View points. Other trips may be taken across Painted desert to homes of Hopis and Navajos. Suspension bridge across the Colorado river, 11 miles from El Tovar hotel, affords direct access to Phantom Ranch and North Rim.

One can see the Grand Canyon in a day and do it reasonable justice. For example, after breakfast a walk around the El Tovar Hotel for a view of the grandeur of the Canyon. Then the rim drive to the Hermit's House. Following this, lunch at the El Tovar and after lunch a drive to Grand View, where we get a view of the Canyon from an entirely different angle. On returning, a visit to the Kolb Brothers' lecture at their studio to get an idea from pictures of what the Canyon is like at the bottom, and what are the perils of traveling the Canyon by water. After dinner at the El Tovar, return to the train. It is not necessary to go down into the Canyon to see it. In fact, one can see it better from the rim than from the bottom at the river, where only a solid granite wall of two or three hundred feet in height is visible. But for those who wish the adventure and wish to say that they have done the Canyon, the day may be spent by going down in the morning and returning in the late afternoon.

Friday evening, June 15, at about 7:30, the Special will leave Grand Canyon and travel across the remainder of Arizona. Early in the morning the Colorado River is crossed at Needles, which is said to be one of the hottest cities in the United States. Then, across the desert and over the high Sierras, down into the fertile plains of California. At San Bernardino is a strip long to be remembered. You may get up early that morning to get a good view of the desert and the mountains as the train gradually approaches them. To the easterner who has never seen oranges, lemons, grapefruit and grapes in abundance, the ride through the fruit country of California all that day will be a succession of delights. About the middle of the afternoon, the train reaches Los Angeles, in time for a bath and refreshments before an evening, perhaps, at Long Beach, Venice or one of the other seashore resorts.



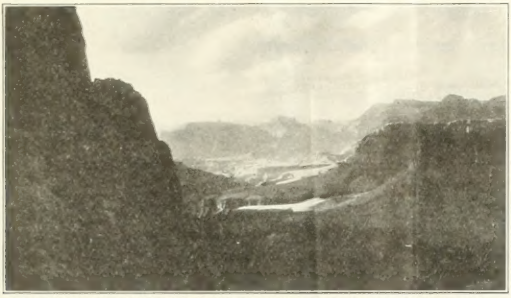
AVALON BAY, CATALINA ISLAND

Los Angeles

Altitude 267; population 576,673. Los Angeles County has more than a million inhabitants. It was founded in 1781, as the "City of Angels," and is the second town officially incorporated in California, at that time a province of New Spain. Old Spanish Church, built in 1821, faces old plaza General Fremont, the "Pathfinder," who raised the Stars and Stripes here in 1846.

Los Angeles harbor is now one of the principal ports of the Pacific. Steamship lines ply between Los Angeles and the Hawaiian Islands, Mexico, China, to the Atlantic coast and principal world ports. Leading seaside resorts of Los Angeles are Santa Monica, Venice, Redondo Beach, Long Beach and Catalina Island. You can motor from the sea to the summit

for Santa Barbara



GRAND CANYON FROM CATHEDRAL STAIRS, HERMIT TRAIL

of the Sierra Madre range, which extends for ten to twelve miles to the north of the city. Two of the highest peaks are Mount Wilson, and Mount Lowe, the former to be reached by auto road or by two very interesting trails, on the summit of which is the famous Carnegie Observatory; Mount Lowe is reached by trolley. A supplementary water supply is brought to the city, a distance of nearly 250 miles, from the snowy slopes of Mt. Whitney, the highest mountain in the United States.

From Los Angeles one can comfortably cover most of the scenic attractions of southern California in three to three and one-half days. One day will probably be spent at Catalina. No trip to California is complete without this journey. Another trip will include Riverside, San Bernardino and the orange country. This can be arranged by automobile, bus or trolley. Another day may possibly be spent in going to San Diego, although this will take overnight if it is to be done comfortably. Mt. Lowe and the mission country will also afford an opportunity for sightseeing.

Then there are a very considerable number of sanatoria and other institutions of interest to tuberculosis workers in Los Angeles, Monrovia, and the surrounding country. (For details see the N. T. A. Directory.) While the three days will not be sufficient for the tourist to see all there is to see, by diligent sightseeing one can do most of the famous resorts and get a rather good idea of the charm of California.

The itinerary is so planned that the party arrives in Los Angeles on Saturday afternoon, June 15. The Annual Meeting of the National Tuberculosis Association does not begin until Wednesday morning, June 20. It will not be necessary to go to Santa Barbara until Tuesday evening. A special train will be run from Los Angeles to Santa Barbara at 8 o'clock if there is sufficient need for it.

State executives and those who wish to attend preliminary meetings before the regular session of the National Tuberculosis Association, can leave Los Angeles at frequent intervals for Santa Barbara. It is but a three hours' ride by train or motor bus to Santa Barbara.

The Return Trip

After the close of the Annual Meeting at Santa Barbara, the party will break up into such units as it may desire. No special trains will be run for the return trip. The following general routes are available for return from San Francisco:

(A) Over the Southern Pacific to New Orleans or to El Paso and then over the Rock Island to Chicago.

(B) Over the Western Pacific and Southern Pacific to Ogden or Salt Lake City and then either via the Union Pacific and Cheyenne, or via the famous Denver and Rio Grande Route over the Rocky Mountains through the Royal Gorge, Colorado Springs to Denver, and then home over the Santa Fé, the Burlington, the Rock Island or a number of other routes.

(C) Over the Southern Pacific to Portland and Seattle, to San Francisco and through the famous Shasta country and then returning via Northern Pacific, through Yellowstone Park to St. Paul, or leaving the Park via Cody and returning to Denver, and then over a number of routes to Chicago.

(D) Over the Southern Pacific to Portland and Seattle and then via the Great Northern, returning through Glacier National Park and then to St. Paul and Chicago, or possibly going down through the Great Lakes by water from Duluth.

(E) Over the Southern Pacific to San Francisco, Portland and Seattle and then by water or rail to Vancouver, over the Canadian Pacific through the Canadian Rockies, taking in Glacier, Lake Louise and Banff, and returning either via St. Paul, Toronto or the Great Lakes.

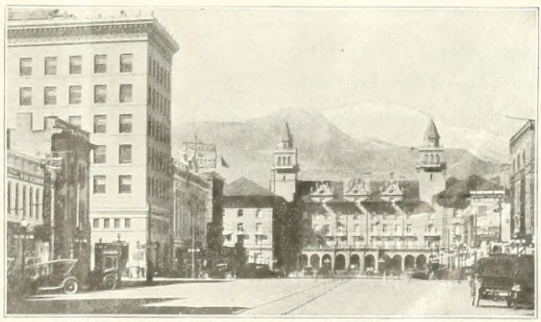
(F) Those who wish to travel by water can do so from Los Angeles to San Francisco and from San Francisco to Portland (two separate journeys). Some may wish also to arrange to travel from San Francisco or Los Angeles via the Panama Canal, returning eastward. This journey takes about 14 days from San Francisco to New York.

Railroad representatives at Santa Barbara will assist in making arrangements over any of these routes. It is desirable, however, to purchase return tickets because of the benefit in reduction of fare before leaving for Santa Barbara and also to make arrangements for stopovers, etc., wherever hotel reservations are needed.

The Time Schedule

Sunday, June 10th

Via N. Y. C. R. R.
Lv. New York City..... 2:00 P.M.
Lv. Boston (Via B. & A. R. R.) .12:30 P.M.
Lv. Albany ..... 6:00 P.M.
Lv. Utica ..... 8:30 P.M.
Lv. Syracuse ..... 9:55 P.M.
Lv. Buffalo .....11:55 P.M.
Via Penn. R. R.
Lv. New York City..... 2:10 P.M.



PIKE'S PEAK FROM COLORADO SPRINGS, COLORADO

Lv. Newark ..... 2:33 P.M.
Lv. No. Philadelphia ..... 4:06 P.M.
Lv. Washington ..... 3:30 P.M.
Lv. Baltimore ..... 4:27 P.M.
Lv. Harrisburg ..... 7:15 P.M.

Monday, June 11th

Lv. Cleveland ..... 8:00 A.M.
Lv. Toledo ..... 11:10 A.M.
Ar. Chicago ..... 5:00 P.M.
Lv. Pittsburg ..... 3:00 A.M.
Lv. Columbus, O. ..... 7:20 A.M.
Ar. Chicago ..... 5:15 P.M.

Through cars from New York, via N. Y. C. and P. R. R. will be transferred to Santa Fé Depot and members of party will have three hours for sightseeing in Chicago.

Lv. Chicago 8:00 P.M., Monday, June 11th.

Ar. Kansas City 8:45 A.M., Tuesday, June 12th.

Members from St. Paul, Omaha, St. Louis and Memphis join the party at this point.

St. Louis Party

Lv. St. Louis 10:30 P.M., Monday, June 11th, Wabash R. R.
Ar. Kansas City 7:30 A.M., Tuesday, June 12th, Wabash R. R.

St. Paul Party

Lv. St. Paul 2:30 P.M., Monday, June 11th, Chicago Gt. Western R. R.
Ar. Kansas City 7:30 A.M., Tuesday, June 12th, Chicago Gt. Western R.R.

Memphis Party

Lv. Memphis 9:15 A.M., Monday, June 11th, Frisco Line
Ar. Kansas City 7:10 A.M., Tuesday, June 12th, Frisco Line

Omaha Party

Lv. Omaha 11:10 P.M., Monday, June 11th, C. B. & Q.
Ar. Kansas City 7:00 A.M., Tuesday, June 12th, C. B. & Q.

Lv. Kansas City 9:00 A.M., Tuesday, June 12th.
Lv. Newton 2:45 P.M., Tuesday, June 12th.

Newton is where members from Oklahoma and Texas join party.

Texas Party

Lv. Ft. Worth 8:35 P.M., Monday, June 11th.
Ar. Newton 12:15 P.M., Tuesday, June 12th.

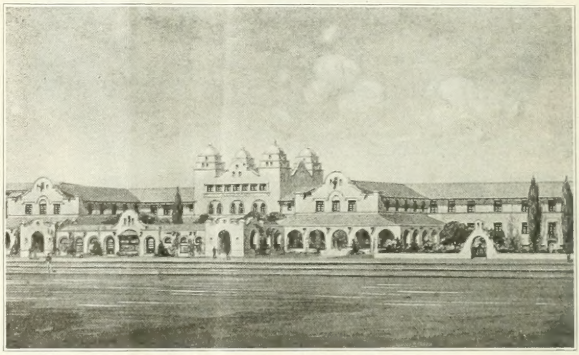
Ar. Colorado Springs 7:00 A.M., Wednesday, June 13th
Lv. Colorado Springs 9:00 P.M., Wednesday, June 13th.
Ar. Albuquerque 1:00 P.M., Thursday, June 14th
Lv. Albuquerque 5:00 P.M., Thursday, June 14th
Ar. Grand Canyon 8:20 A.M., Friday, June 15th
Lv. Grand Canyon 7:25 P.M., Friday, June 15th
Ar. Los Angeles 2:35 P.M., Saturday, June 16th.
Lv. Los Angeles 5:00 P.M., So. Pac., Tuesday, June 19th
Ar. Santa Barbara 8:15 P.M., So. Pac., Tuesday, June 19th.

The Cost

The following table gives the approximate costs of the trip based upon the Summer Tourist Fares established by the Transcontinental Passenger Association:

Approximate Summer Tourist Fares

From Chicago	$86.00
" Kansas City	72.00
" Denver or Colorado Springs	64.00
" Minneapolis	87.50
" St. Louis	81.50
" Omaha	72.00
" Duluth	94.25
From Detroit	$101.70
" Indianapolis	95.70
" Jacksonville, Fla.	119.83
" New York	138.32
" Norfolk	136.33
" Philadelphia	133.14
" Pittsburgh	113.05
" Savannah	119.17
" Toledo	99.48
" Washington	130.45
" Chattanooga	101.35
" Knoxville	105.05
" Richmond, Va.	130.45
" Mobile	100.50
" Nashville	94.85



THE ALVARADO, ALBUQUERQUE, N. M.

From Peoria	$85.00
" Milwaukee	89.40
" New Orleans	85.15
" Houston	72.00
" Ft. Worth—Dallas	72.00
" Atlanta	106.85
" Birmingham	100.50
" Buffalo	116.10
" Cincinnati	101.35
" Boston	
$147.66 via B. & A. Albany	
146.93 via B. & M. Rotterdam Junction	
154.84 via New York.	
" Cleveland	105.65
" Des Moines	77.65

The National Tuberculosis Association will gladly advise those who are planning to attend the meeting in regard to hotel reservations, railroad accommodations and other information wherever possible either on the trip to Santa Barbara or return.

It should, of course, be stated that while every effort will be made to get members and friends to travel via the National Tuberculosis Special along the route indicated in the foregoing paragraphs, if any delegates wish to travel over other routes, the office of the National Tuberculosis Association will gladly assist in making arrangements.

Pullman Rates

The following table gives the approximate Pullman rates to Los Angeles:

	Lower	*Upper*	*Drawing-Room*	*Compartment*
Chicago to Los Angeles	30.63	24.50	108.00	85.75
Kansas City, Mo., to Los Angeles	26.88	21.50	94.50	75.25
Newton, Kans., to Los Angeles	25.00	20.00	88.50	70.00
Colorado Springs to Los Angeles	21.50	17.20	75.50	60.75
Albuquerque, N. M., to Los Angeles	15.38	12.30	54.00	43.50

To the above rates local Pullman charges would have to be added from points East of Chicago.

Rates from New York are outlined below, and proportionate rates will also apply from intermediate points:

	Lower	*Upper*	*Drawing-Room*	*Compartment*
New York to Chicago	9.00	7.20	31.50	25.50

Modern Health Crusade
DEPARTMENT

"Crusade Story Service" Instituted

The most successful speech is one that is interspersed with human interest stories. The speaker who "puts across" a mesaage on health or any other subject is usually the one who illustrates his point with a good story.

Probably no other branch of the health campaign has developed more good anecdotes than the Health Crusade. Since the BULLETIN has been reduced in size, space no longer permits the occasional appearance of the column "Human Interest for Speakers." In order to make such stories available to Crusade workers, the National Association plans to send to the state associations from time to time multigraphed copies of the best stories which have reached the central office. Local associations and individual health workers desiring copies should write to their state associations requesting to be put on the mailing list.

The frequency of this service will depend largely upon the interest readers report in the first issue, which is just out. Stories are earnestly solicited by the National Association. They should be true, informative of methods or results, and preferably humorous.

Archbishop Offers Holiday as Prize

Archbishop Glennon of St. Louis, Mo., believes that a good way to stimulate interest in the Modern Health Crusade is to encourage competition. Last year he awarded gold pieces to the winners in an essay contest, the subject of which was "How the Modern Health Crusade helps to prevent tuberculosis." This year the archbishop is offering a holiday, and a valuable picture to the parochial school that presents the healthiest boys and girls. Weight records and the faithful performance of the health chores will be the determining factors in the contest.

The New Child Health Association

The new American Child Health Association, which was formed through an amalgamation of the American Child Hygiene Association and the Child Health Organization of America, has opened offices in the Penn Terminal Building, New York, and will also maintain headquarters in Washington, D. C. The officers of this new association are: Mr. Herbert Hoover, president; Dr. L. Emmett Holt, first vice-president; Dr. Livingston Farrand, second vice-president; Dr. Thos. D. Wood, third vice-president; Dr. Philip Van Ingen, secretary; Mr. Corcoran Thom, Mr. Courtenay Dinwidgeneral executive.

Crusa Games

Trans-Contusade Race

This is a gill do much to whet the yonthusiasm for the faithful ce of health chores. It ism New York to San Frar the Lincoln Highway. Tof the racers does not depoline, engines, nor good tirehe keeping of the health rulontestants.

There are rs, limousines and touring crace with five boys and girlcar. The cars are all cut gazines. The names of thrs are written on the carsar can travel 25 miles a a map on the wall of lroom, which shows the roLincoln Highway. This of speed is reached if evtant performs ten health clg the day. If one of them o perform his or her healthe speed of his or her autows down five miles a day.

—erculosis Ass'n.

Our Health

Two captai arch by joining hands. s form in line holding each dress or hand and pass unch. When the words, "Healer" are sung, the two captheir arm fall, catching whild happens to be passing ue time. He is asked, "Do e Fresh Air or Exercise?" ains have privately decidof these words each will rel the Crusader is allotted to the other according to hiEach Crusader takes his pld his captain. When all haught, the game ends with a r" between the two sides.

Tune: Iidge is Falling
I

Our countrys falling down,
falling dg down,
(Repeat)
Health Crusa

Build it up and coffee, tea
and coffd coffee,
(Repeat)
Health Crusa

Tea and Coever do, etc.
'Twill make and nervous,
too, etc.

Build it up with eggs and milk, etc.
Fresh air and sleep will help a lot, etc.
Be sure to get some exercise, etc.
Don't forget your toothbrush, too, etc.
Keep your teeth all nice and white,
etc.

—Oregon Crusade Lance and Shield.

Health Games in Language Classes

1. Show pictures illustrating different health chores. The child tells everything he sees in the pictures without using the word "and." For example, "I see a boy, a bath tub, a towel, a brush"—when he says "and" he must finish the sentence and stop. The aim is to eliminate the over-use of "and."

2. Children stand in a row, forming a circle. The first child names something that stands for health—bathing, pure air, sunshine, etc. No child can name any activities that have already been given. The other children call "named" if it has been given. The child who stands the longest wins. This may be played by naming healthful foods, the teacher being always ready to correct any that are not right.

3. Have the children in the upper grades take pencil and paper. At a given signal write health habits. Time them. One minute is a good time for this test. The child who writes the greatest number wins. This is a good way to teach the children to think quickly.

—Oregon Crusade Lance and Shield.

Georgia and Michigan Extend Crusade Work

Under the auspices of the Atlanta, Ga., Anti-Tuberculosis Association the Crusade has been carried on for the past three years in the city schools. This year the board of education requested further work and at the invitation of the superintendent and the supervisors, the Atlanta Association worked out a plan which includes children from the third through the sixth grades. Seventeen thousand Atlanta school children are now Modern Health Crusaders. About 27 per cent of these children are in the colored schools. The supervisor of physical education is working in close touch with the Atlanta Association and is allowing the Crusade to be substituted for other hygiene work. At the requests of the principals of the schools, the workers of the Association are introducing the Crusade at faculty meetings, to groups of children, and in every way promoting enthusiasm. The new graded chore records are in use in Atlanta.

In Grand Rapids and Kent County, Mich., the school commissioner has had chore cards printed and mailed with instructions to every teacher of the 3rd, 4th, 5th, 6th, 7th and 8th grades in the 205 district schools in the county. W. A. Greeson, superin-

tendent of schools, has sent to all his teachers a copy of the resolution adopted by the American Public Health Association at its annual meeting last October, urging all schools to adopt and put into practice a systematized, graded, practical course in health habits. Mr. Greeson adds this comment, "I hope you will read this carefully and observe that by the introduction of the Modern Health Crusade we have fallen in line with the general health movement of the county. In what better way could we 'put into practice a systematized, graded, practical course in health habits, than by faithfully following the Modern Health Crusade?"

The Crusade has been a part of the school system of Grand Rapids for the past three years.

Practical Course in Health Habits Advocated By A. P. H. A.

The attention of state secretaries and Crusade leaders is called to the following letter sent to school officials throughout the country by the American Public Health Association.

November 20, 1922.

My dear Superintendent:

Your attention is invited to the following resolution which was adopted at the Fifty-first Annual Meeting of this Association, held at Cleveland, Ohio, October 16-19, 1922.

"Resolved, that the American Public Health Association urge all schools to adopt and put into practice a systematized, graded, practical course in health habits, and health instruction; persistence in one, and progress in the other to have the same relation to general scholastic standing as adequacy in any other major subject in the school curriculum.

"That a copy of this resolution be sent to all state and provincial superintendents of schools, and to superintendents of schools of cities of the first class, to the National Education Association, and to presidents of all colleges and universities.

"That a committee of five be appointed by the President to report at the next meeting of the Association upon the progress already made towards adequate health teaching in the schools; upon legislation bearing upon this subject, upon textbooks now used, or recommended by the Committee for school use and upon outlines of such courses in health teaching as have already been prepared and put into use."

In the hope that this may have your favorable consideration,

Very truly yours,
(Signed) A. W. Hedrich,
Secretary.

The Centenary of Pasteur

The French government, in connection with the University of Strasbourg, the family of Pasteur and Pasteur Institute, Paris, has decided to celebrate the Centenary of Pasteur at Strasbourg, where he began his university and scientific career. The program is to include the dedication of a monument at the University; the establishment of a museum of hygiene as a memorial of Pasteur and his discoveries, and to demonstrate the development of the science of bacteriology; and an exposition, called the Centenary of Pasteur, which will show the results of Pasteur's work in medicine, hygiene, industry and agriculture. The exposition is to be opened June 1, 1923, by the president of the Republic, the members of the government and French and foreign savants. Congresses will be held during the exposition on tuberculosis, cancer, syphilis, child welfare, etc. The director general of the exposition is Dr. Borrel, professor of hygiene and bacteriology at the university and the president of the committee of organization is Dr. G. Weiss, dean of the faculty of medicine.

The National Association will be glad to hear from any of its members who are planning to attend this meeting, so that the question of appointing them as official delegates may be considered.

Framingham Figures for 1922

According to a report prepared by Dr. Donald B. Armstrong, Executive Officer of the Framingham Health and Tuberculosis Demonstration, the tuberculosis death rate in that city for 1922 was 67.2, whereas in 1921 it was 40.1. Thirty-five new cases were added to the list of known cases in 1922, of which 20 were in the early stage. At the close of the year there were 204 cases under supervision. Twenty-six per cent. of the active cases under supervision were in sanatoria or hospitals. Dr. Armstrong predicts that the tuberculosis mortality rate in 1923 may possibly be less than 40.

Allied National Agencies Publish Rules for Charitable Transportation

The Transportation Committee of Allied National Agencies, of which Mr. A. J. Strawson, Supervisor of Field Service of the National Association, is Treasurer, has prepared and printed a set of rules on charitable transportation. Tuberculosis associations contending with the indigent migratory consumptive problem will do well to become familiar with these rules and insist upon their being carried out by all charitable workers in their community. Copies of the rules may be secured from the American Association for Organizing Family Social Work, 130 East 22nd Street, N. Y. City, at merely cost of postage.

The Health Poster Problem

There has always been a considerable amount of controversy regarding the value of bill posters in the campaign against tuberculosis. As a matter of fact, the value of this form of advertising depends largely on the attitude of a given community regarding health posters, but most of all on the message and quality of the poster itself. A poor poster, uninterestingly worded, badly illustrated with an involved or depressing message, is likely to be a failure. On the other hand, a poster especially made for a definite campaign, or a cheerful, artistic poster on general health and tuberculosis prevention, provides not only the means of bringing an association's name before the public, but is an educational medium of no small value.

One objection to the use of posters is the expense connected with their design, printing and distribution. The latter may be overcome by securing the cooperation of advertising concerns and business organizations. An example of this was the poster campaign conducted last year by the Virginia Tuberculosis Association. The Kiwanis Club put up 500 posters for the association, and the various chapters of the Co-operative Education Association of Virginia put up 424. The slogan on these posters was as follows:

"A match is harmless unless lighted. Then it may burn down your house. Tuberculosis infection is present in 90% of the population. Lower your vitality and you light the match. Keep Well."

Requests for tuberculosis and general health posters are frequently received by the National Tuberculosis Association, but not in sufficient quantity to warrant the expenditure of producing a set of posters. If the demand should become large enough, however, the National Association will undertake the printing of posters covering subjects for which there is the greatest demand. If you can use billboard or other posters in your own campaign, send in your list of requirements including the approximate quantity. If the National Association decides to enter this field of advertising, the posters will be of the highest quality both from an advertising and artistic, as well as from a health propaganda standpoint.

National Health Council Issues List of Health Films

(*Continued from page* 10)

tional Health Council to encourage the wider use of the best health films and to stimulate the production of better motion pictures on health subjects.

The published list, and other information may be secured by addressing the National Health Council, 370 Seventh Avenue, New York.